CDC's *Partners* Portal

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Partners Portal Vision
(Personalization)

Delivering and tailoring information for informed public health decision making

- ◆ *Connecting public health partners and the CDC workforce with timely and easily accessible information, tools and resources*

- ◆ *Providing a means of organizing & aggregating information for a comprehensive, intuitive user experience*

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Definitions

- ***Customization***
  - ◆ ***Display & Organization***
  - ◆ ***Preferences for Content***
- ***Personalization***
  - ◆ ***Based on implicit knowledge about person, e.g. role of Lab Director***

Views

- ***Aggregation view – present information across multiple topics, content types, and information repositories***

- ***Virtual Desktop – presents the information & tools a person needs to conduct the business of public health***

Personalized Portals – Commercial Examples

Choose from different information tools like news, calendar, email, and stock quotes, weather & organize them the way you like

- *MyYahoo.com*
- *MyNetscape.com*
- *MyMSN.com*

Commercial Example – MyYahoo.com

Commercial Example – MyNetscape.com

Functionality for *Partners*

- *Access (browse and search) to CDC information resources*
  - ♦ *Electronic journals, books, news & databases*
- *Access to CDC tools and applications*
  - ♦ *Secure Applications & Collaborative Forums*
- *Syndication of CDC & other public health information in the news*
- *Customize the layout/presentation of content*
- *Subscription to content by topic, date, etc.*
- *Directory/expertise lookup*

Other General Functionalities

- *Single Sign-On Authentication*
- *Customizeable Portlets*
- *Delivery of content proactively based on role, interest, geographic location, life stage*
- *Support aggregated view of content from multiple sources*
- *Ability to recommend/surface information related to previous searches*

Partners Portal
& Other PHIN-Related Components

- *PHIN Directory*

- *Authentication & Authorization Service*

- *Secure Data Network*

- *Site Scape Collaborative Forums*

- *Other Communications Technology Platform*

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Local Public Health View

Local Public Health Official checks for new immunization schedule released by ACIP

- Receives an alert for new schedule released by ACIP
- Logs onto site & checks for new schedule
- Download schedule for clinic posting
- Browse for latest immunizations and vaccine preventable diseases *In the News*
- Search PubMed for related research
- Checks VAERS for any previous reported adverse events for specific vaccine

State Public Health View

State Epidemiologist seek information on suspected outbreak of foodborne disease

- **Discuss suspected cases with other epidemiologist over secure system (Epi-X)**
- **Search site for latest guidelines on foodborne illnesses – signs, symptoms, treatment, etc.**
- **Check for latest related public health information** *In the News*
- **Check FoodNet system for any other reported cases in nearby regions**

Public Health *Partners* Portal Release 1

Partners View *(Future)*

Senior Consumer View

Senior consumer seeks information on ways to improve health

(User previously subscribed to health topics of interest)

- Check for latest senior related public health news
- User receives an alert for new info on pneumococcal vaccine
- User checks other related "CDC approved" resources for Seniors

Consumer View (Future)

Challenges

- *Little content migrated at this point*
- *Dependencies on implementation of:*
  - *Indexed Content to include Images, Video & Sound*
  - *Architecture to Support Single Sign-On*
  - *PHIN Directory*
  - *Portal Product*
  - *Federated Search Tools*
  - *Web Services*

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Summary

- *Provide the right information to the right audience at the right time*

- *Filter content & provide access to CDC applications*

- *Provide the ability to organize information and readily access that information in a familiar browser-based environment*

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